



News Release

Office of Economic Development

For Immediate Release

November 24, 2014

Media Contacts

Jeff Ruster, Director of Strategic Partnerships
San José Office of Economic Development
(408) 535-8183; jeff.ruster@sanjoseca.gov

Cara Douglas, Senior Business Communications Manager
San José Office of Economic Development
(408) 535-8168; cara.douglas@sanjoseca.gov

“Small Business Saturday” Pops Up for Holidays in San José
“Shop Small” encourages San José jobs, protects environment, and
supports local businesses and public services

SAN JOSE, Calif. - “Small Business Saturday” comes to San José and other communities nationwide on November 29, 2014 to encourage residents to support their local businesses and community by shopping at neighborhood stores.

“On Small Business Saturday, and every day, I encourage our residents to support local businesses that provide jobs in San José and bring tax revenue that helps us provide essential public services,” said Mayor Chuck Reed. “This annual event is a great opportunity for our people to explore the many great shops, restaurants and small businesses here in our own community.”

Small Business Saturday aligns with the “Shop San José Initiative,” and together they acknowledge the importance of small businesses to strengthen the local economy by fostering growth and opportunity. These initiatives help create local jobs, maintain the environment and sustain local public services when consumers purchase goods and services from area shop owners.

“Thanks to proclamations and publicity like this throughout the country, last year consumers who participated in Small Business Saturday spent an astounding \$5.7 billion on just that one day,” said Tim Mulcahy, President of the Willow Glen Business Association and representative of the Small Business Saturday Coalition led by Women Impacting Public Policy.

Hundreds of other businesses and organizations this year have joined American Express, which founded Small Business Saturday in 2010, to continue the momentum that convinced millions of consumers to shop at “Main Street” merchants.

--- more ---

“Businesses benefit when Shop San José customers take advantage of the great goods and services available in our own city,” said Jeff Ruster, San José Director of Strategic Partnerships. “We’re constantly identifying new ways to support the growth and success of our small businesses that are a major source of job creation. A great example of this is the City’s Pop Up Project highlighted on the www.shopsanjose.biz site.”

San José Councilmember Rose Herrera noted that the sales taxes from local purchases help support public services. “By spending their money locally, our residents can support their parks, libraries, and police and fire protection. They can even reduce environmental impacts by going to neighborhood businesses instead of driving long distances to retail outlets elsewhere,” she said.

More information about Small Business Saturday is available at www.smallbusinesssaturday.com. Shop San José information can be found at <http://shopsanjose.biz>.

ABOUT SMALL BUSINESS SATURDAY

November 29 marks the fifth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created in 2010 in response to small business owners’ most pressing need: more customers. To date, more than 3.3 million Facebook users “liked” the Small Business Saturday page. Just last year, more than 370 advocacy organizations, 160 corporations, and elected officials in all 50 states and Washington, D.C., declared their support for [Small Business Saturday](http://www.smallbusinesssaturday.com).

ABOUT THE SHOP SAN JOSE INITIATIVE

Officially launched on October 12, 2011, Shop San José was created to educate San José residents about the importance of purchasing their goods and services in their own community. At the same time, the Shop San José initiative encourages businesses to engage in social media to capture some of the sales that are unexpectedly spent by San José residents outside of their community currently. These dual approaches will help create local jobs, maintain the environment and support local public services. Consumers and businesses can find out more at www.ShopSanJose.biz and the “Shop San José section of www.BusinessOwnerSpace.com.

ABOUT WOMEN IMPACTING PUBLIC POLICY

Women Impacting Public Policy is a national nonpartisan group with over half-a-million members. WIPP is the collective voice in Washington, D.C., for over 50 national women and small business organizations. WIPP advocates for and on behalf of women in business in the legislative process of our nation, creating economic opportunities for members and building alliances with other small business organizations. WIPP has led the Small Business Saturday Coalition in organizing Small Business Saturday since 2010. Visit www.wipp.org.

ABOUT THE SAN JOSE OFFICE OF ECONOMIC DEVELOPMENT

The San José Office of Economic Development catalyzes job and revenue growth, assists business success, connects employers with trained workers, and enhances cultural amenities. For more information, visit www.sjeconomy.com.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California’s first city, San José has been a leader, driven by its spirit of innovation. Today, San José stands as the largest city in Northern California and the Capital of Silicon Valley - the world’s leading center of innovation. The city is the 10th largest in the U.S. and is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

###

This news release is posted online at www.sanjoseca.gov.